



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Great American Media  
1010 Wisconsin Ave. NW  
Washington, DC 20007-3603

**Contract #** 846534  
**Schedule Dates** 09/25/12-10/06/12  
**Advertiser** Democratic Senatorial Campaign Committee (1635  
**Agency/T-Code** Great American Media (2039)/556615156  
**Product** Political - Non-Ballot Issue (1196)  
**Brand** DSCC IE (175149)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** NAGELBERG,DAN  
**Phone/Fax** /  
**CPE** 49/53/1539  
**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** DSCC IE 9/25  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/02/12  
**Last Modified** 10/02/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06259834  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,923.00  
**Net Total** \$44,897.00  
**Sales Tax**

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	37	\$24,760.00
Oct. 2012	39	\$28,060.00
<b>Grand Total:</b>	<b>76</b>	<b>\$52,820.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	12P- 12:57P (ET)	10		X	X	X	X			20	\$475.00	\$9,500.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00	8/2/12
2.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	3:58P- 4:58P (ET)	5		X	X	X	X			10	\$650.00	\$6,500.00	Norfolk (WVEC) (WVEC)	DR. OZ	8/2/12
3.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	4:30A- 4:59A (ET)	1		X	X	X	X			2	\$60.00	\$120.00	Norfolk (WVEC) (WVEC)	13 NWS DYBREAK<	8/2/12
4.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	5A- 5:58A (ET)	5		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A	8/2/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	4	:30	5:29P- 5:58P (ET)	1		X	X	X	X			1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30	8/2/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	5:29P- 5:58P (ET)	2		X	X	X	X				\$1,200.00		Norfolk (WVEC) (WVEC)	13 NWS AT 5:30	8/2/12
7.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	7:28P- 7:57P (ET)	5		X	X	X	X			10	\$1,750.00	\$17,500.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	8/2/12
8.0	Normal Line / SPOT	09/25/12-10/05/12	4	:30	9A- 10A (ET)	10		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	LIVE WTH KELLY	8/2/12
9.0	Normal Line / NCAA - FOOTBALL	09/29/12-10/06/12	9	:30	7:58P- 11:30P (ET)								3		\$350.00		Norfolk (WVEC) (WVEC)	COLLEGE FOOTBALL	8/2/12
10.0	M/G For 8.0.1 / SPOT	10/02/12-10/05/12	5	:30	9A- 10A (ET)	10		X	X	X	X			10	\$450.00	\$4,500.00	Norfolk (WVEC) (WVEC)	LIVE WTH KELLY	9/28/12
11.0	M/G For 9.0.1,9.0.2,9.0.3,9.0.4,9.0.5,9.0.6 / NCAA - FOOTBALL	10/06/12-10/06/12	4	:30	7:58P- 11:30P (ET)								1	1	\$2,100.00	\$2,100.00	Norfolk (WVEC) (WVEC)	COLLEGE FOOTBALL	10/2/12
12.0	M/G For 6.0.1 / SPOT	10/03/12-10/05/12	4	:30	5A- 5:58A (ET)	1			X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)		10/2/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

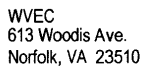
Date:

Comments:

B/E Bookend P/B Piggy Back

Printed At: 03:07 PM on Tuesday, October 2 2012

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">9/24</span>
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I, DAN NAGELBERG  
do hereby request station time concerning the following issue:

DSCC-IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

<b>Total Charges:</b> <span style="font-size: 1.2em; margin-left: 20px;">\$ 44,897</span> <span style="float: right; font-size: 1.2em;">Net</span>
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This broadcast time will be used by: DSCC-IE

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

#
846534

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCC-IE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**MARTHA MCKENNA**, DIRECTOR IE  
 430 S. CAPITOL ST SE  
 WASHINGTON DC 20003

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/22/12 \_\_\_\_\_  
 Date Signature Contact Phone Number 202-338-8700

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected  
 Penne Marsh Penne Marsh NSC  
 Signature Printed Name Title